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**SYSTEM AND METHOD FOR PRESENTING MARKETING
CONTENT ON A WEB PAGE**

ABSTRACT OF THE DISCLOSURE

5 The invention relates to marketing page elements (MPEs) used to achieve separation between tasks relating to the design of a web page with marketing content and the design of a means for determining what marketing content should be presented to viewers of the web page. In the preferred embodiment of the invention, a marketing page element comprises multiple marketing page element items. Data items are stored in the marketing page element, and at least one data item is associated with a
10 marketing page element item, the data items having been selected for presentation on the web page by a marketing content selection system in accordance with a marketing strategy. Web page elements, each being connected to a marketing page element item and capable of presenting an associated data item stored in the marketing page element, can be arranged on a web page during the web page's design, without regard
15 for the manner in which data items are to be selected by the marketing content selection system. Conversely, changes to the manner in which data items are selected by the marketing content selection system can be effected without regard for the manner in which the web page elements are to be laid out on the web page.